

**PURCHASE AREA DEVELOPMENT DISTRICT
Regional Transportation Committee
Mission, Goals, and Objectives**

The mission of the Purchase Area Regional Transportation Committee focuses on goals that will provide for a safer, more efficient, and environmentally sound transportation system for the movement of people, goods and services, thereby enhancing the quality of life and economic development in the Purchase Region. These qualities will enable persons in the area to benefit from every mode of transportation, while cooperating with one another so that every need is defined and met. It will be our vision to work together as a regional community to continually support improvements in the Kentucky transportation infrastructure.

GOAL: ECONOMIC VITALITY

Ensure the region's economic growth by providing a safe, reliable and efficient transportation system enhancing competitiveness, productivity and efficiency.

Objectives

- Improve the operating efficiency of the existing infrastructure.
- Reduce travel time, delays and traffic hazards.
- Promote economic development by the efficient movement of freight and tourist travel through, within, and into and out of the Purchase region.
- Improve the transportation of people, goods and services by promoting the maintenance, improvement and development of intermodal connections between transportation facilities including; mass transit, highways, airports, riverports, and rail lines.
- Promote and develop projects that will improve economic development and tourism in the Purchase region.
- Promote and support corridors I-69 and I-66 through the Purchase and provide improved connectivity throughout the region to further economic development and sustainability.

GOAL: REGIONALISM

Support local and regional transportation needs.

Objectives

- Promote the efficient movement of people and goods by linking the various modes of transportation.
- Promote connections between transportation modes that support the effective shipment of freight.
- Ensure compatibility with the transportation facilities of adjacent cities, counties and states.

- Support statewide transportation initiatives that affect transportation in the Purchase region.
- Promote and provide for the development of projects that will have a direct impact on the region.

GOAL: ACCESSIBILITY

Promote a balanced, multi-modal transportation system that serves the local and regional movement of people, freight and services and provides choices in mobility.

Objectives

- Improve airports, riverports, railroads and truck facilities, to strengthen the Purchase region's economy.
- Improve connections between airports, riverports, railroads, and the highway system for efficient movement of people and goods.
- Encourage the coordination of land use and transportation planning to ensure that existing and future industrial, commercial and service centers and housing concentrations are adequately connected by the region's transportation system; and appropriately located to preserve the quality of life in surrounding areas.
- Maintain the existing arterial systems at an efficient level of service, while placing a priority on improving the collector roads that support them.
- Promote and support upgrades to the Julian Carroll Purchase Parkway to meet interstate standards for the development of the future I-69 corridor.

GOAL: PUBLIC INVOLVMENT

Support community involvement in the transportation planning process.

Objectives

- Inform the public about transportation issues in a clear and concise manner.
- Involve the public in a number of ways – early and often – to encourage their participation in the planning process.
- Use public forums, such as fiscal court meetings, city council meetings, community meetings, media announcements, etc. to inform local elected officials, community leaders and the general public of the importance of the transportation planning process.
- Use the planning process in a manner that is inclusive, fair and open to all individuals.
- Ensure that plans respond to the diversity of community needs.
- Solicit the participation of local officials, community groups, and individual citizens in the transportation planning process.

GOAL: SAFETY

Promote transportation safety to reduce fatalities, injuries, and economic loss in the Purchase region.

Objectives

- Give priority consideration to transportation system improvements that prevent crashes and minimize losses.
- Support the efforts of local, state and federal transportation safety programs.
- Support and assist emphasis area task teams to analyze specific safety issues and recommend solutions for improving identified concerns.
- Improve safety on all existing roadways where traffic crash data analysis and evaluations indicate an identified problem.
- Promote increased usage of safety belts and child seat restraint systems.
- Promote increased driver education programs for all ages.

GOAL: ENVIRONMENTAL PROTECTION (HUMAN & NATURAL)

Promote a transportation system that will strive to make our communities and the region healthier and more attractive, and minimize its negative impact on the natural, social and cultural environment.

Objectives

- Avoid disproportionate adverse impacts on low income and minority communities.
- Ensure the protection of wetlands and other environmental resources in the design of new transportation facilities, with appropriate mitigation for unavoidable impacts.
- Promote projects that enhance access to and appreciation of the natural environment, such as recreational trails and scenic byways.

GOAL: PUBLIC TRANSPORTATION

Provide effective, convenient transit with emphasis placed on those sectors of the population that are most reliant on public transportation.

Objectives

- Maintain sufficient funding for public transportation by continuing to utilize the FTA Section 5310 funding for the transportation of the elderly and handicapped for Purchase Area Senior Centers, Transit Authorities, and other Public Agencies.
- Promote coordination between public transportation agencies and other agencies with scheduling and the Empower Kentucky Human Service Transportation Delivery Initiative.
- Support enhancements of inter-regional transportation systems including air, rail, water, and highway systems for the movement of people and goods.

- Develop strategies for incorporating greenways, bicycle, pedestrian and multi-purpose trails into our overall transportation planning.

GOAL: PROMOTE WATERWAYS

Promote the transportation potential of the Marine Highway System as an alternative solution for highway congestion relief, greenhouse emissions reduction, energy savings, and increase system resiliency.

Objectives

- Support the development and operation of the region's riverports and riverport authorities.
- Ensure sufficient intermodal interfacing between river, rail and highway facilities.
- Support funding for the continuation of efforts to maximize efficiencies through construction and maintenance of waterway facilities (i.e. locks and dams).
- Support efforts of the Kentucky Waterway Advisory Group
- Support the redirection of the state waterways assessment levied on vessels of non-resident corporations, individuals, etc. to fund a Kentucky public port infrastructure development fund and the establishment of a Kentucky waterways office within the Kentucky Transportation Cabinet.
- In August 2010 the USDOT identified 18 marine corridors. These all-water routes serve as an extension of the surface transportation system. The designation of these marine corridors is taking the first step to focus public and private efforts to use the waterways to relieve landside congestion and attain other benefits that waterborne transportation can offer in the form of reduced greenhouse gas emissions, energy savings and increased system resiliency. In the Purchase Region the Ohio River is located on marine highway M-70; the Mississippi River is located on M-55 and the Tennessee River is located on M-65.